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## **Cassio Conceição and Yaron Drucker Join Child Advocates Board**

**Milpitas, CALIF. – March 7, 2017** – The Board of Directors of Child Advocates of Silicon Valley has appointed Cassio Conceição and Yaron Drucker to the board. Both Cassio and Yaron’s appointments come as Child Advocates’ enters its 31<sup>st</sup> year of transforming foster children’s lives with a Court Appointed Special Advocate (CASA). CASAs serve as a friend and mentor, and represent the best interests of the child in dependency hearings.

“We are so pleased that Cassio and Yaron have joined our board,” says Karen Scussel, executive director of Child Advocates of Silicon Valley. “The experience they bring in sales and marketing, engineering, branding, and analytics will be invaluable as we work toward our goal to provide a CASA for every foster child in Santa Clara County.”



Cassio Conceição has extensive experience as a General Manager and COO in the Semiconductor, PV, and IT industries. He is currently Executive Vice President and Chief Operating Officer at Silicon Graphics International (SGI) where he is leading the integration of SGI into Hewlett Packard Enterprise. In this role, Cassio has direct oversight of the Sales, Marketing, Engineering, Services, Manufacturing, and Supply Chain departments.

Previously, Cassio served in several capacities at Applied Materials and Kinetics Fluid Systems. He sits on the board of ETM Electromatic, Inc., and has volunteered his services for non-profit groups in his community such as the MVLA Soccer Club and Foothills Swim and Tennis Club. Cassio earned a Bachelor of Science in Electrical Engineering and a Bachelor of Arts in English Literature, both from Stanford University. He speaks Portuguese and Spanish.

"I am very excited and honored to join the Child Advocates' team, whose achievements on behalf of foster children speak for themselves, and whose ambition for broadening and deepening its reach is very inspiring," explains Cassio. "I look forward to working with such a talented and dedicated team to help lift the lives of all foster children in our community."

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Yaron Drucker is a Manager of Brand Specialists at Google covering the YouTube suite of ad products. His specialties include analytics, big data, operations, coaching and mentoring, digital advertising, and advanced computer proficiency in Office suite as well as Google Docs, Spreadsheets and basic understanding of SQL.

"I'm excited to join Child Advocates, as I get a chance to contribute and support an incredible organization that strives to help kids go through life with an anchor and be anyone they want to be." Drucker says.

With a former engineering and HR management background, Yaron gravitated towards marketing and business, working as a Competitive Market Intelligence Analyst with SAP, where he was involved with various projects within the Marketing and Customer Operations organization. Following SAP, Yaron worked in Media Analytics Solutions, within the advertising business at Microsoft. He worked in several roles ranging from Search Media analyst, Lead Analytics Manager, and Global Analytics Manager.

Yaron earned an Honors MBA from Baruch College (City University of New York) and a B.Tech / B.Sc from Ort Braude College in Israel. He is an avid traveler who has visited over 30 countries, lived in four and he speaks Hebrew, English, Portuguese and German.

Child Advocates has an ambitious five-year strategic plan to provide a CASA for every child in the Santa Clara County foster care system by year-end 2018. Currently, there are approximately 1,600 children in the Santa Clara County dependency system, 1,000 of which could benefit from a CASA. In fiscal 2017, Child Advocates expects to serve approximately 840 children with a CASA volunteer.

Individuals interested in becoming a CASA volunteer can visit Child Advocates' website ([www.bemyadvocate.org](http://www.bemyadvocate.org)) to sign up to attend a Volunteer Info Session to learn more about the role and requirements of becoming a CASA in Santa Clara County.

### **About Child Advocates of Silicon Valley**

Child Advocates is the only agency in Santa Clara County that provides Court Appointed Special Advocates (CASAs) to foster youth. Because our volunteers are court-appointed, they can thoroughly research every aspect of a child's case, including meeting teachers, doctors, social workers, counselors, biological family members and foster parents, thereby gaining a comprehensive perspective on what the child needs in order to thrive. CASAs assist their child in accessing needed resources, follow their school progress, and speak up for their child's best interests in court. They maintain complete records about the case, submit reports and attend court hearings. CASA volunteers stay with their case until their child has a safe, loving home. Find out more about our CASA program at [www.BeMyAdvocate.org](http://www.BeMyAdvocate.org).